Request for Proposals: Graphic Design Services

Council of Colleges of Arts and Sciences (CCAS)

Proposal Deadline: Monday, August 4, 2025
Contract Start: September 1, 2025

About CCAS

The Council of Colleges of Arts and Sciences (CCAS), founded in 1965, is the national association of colleges of arts and sciences. Its purpose is to provide professional-development programming to its member deans and to sustain the arts and sciences as a leading influence in American higher education. CCAS serves as a forum for the exchange of ideas and information among deans of arts and sciences representing the member colleges and as a representative of the liberal arts and sciences at a national policy-making level. The Council further seeks to support programs, activities, and resources to improve the intellectual stature and public understanding of the disciplines of the arts and sciences.

Arts and sciences colleges represent more than half of the undergraduate instruction offered at their institutions, and many member colleges are responsible for a wide spectrum of master's and doctoral degree programs. CCAS members, therefore, represent the largest component of American higher education in publicly and privately supported universities and colleges. The Council is concerned with the problems, possibilities, and interests of these institutions.

Eligibility for membership extends to baccalaureate degree-granting arts and sciences units in accredited universities and colleges, both public and private. The dean of an arts and sciences unit is the voting representative in CCAS. Currently, the membership includes 800 deans of colleges of arts and sciences (and an additional 1,200 associate and assistant deans) at over 500 institutions in the United States, Canada, Kazakhstan, Kuwait, Morocco, and Qatar.

Scope of Services

The selected designer or firm will serve as a creative partner to the CCAS staff, contributing design solutions that enhance engagement, promote our events and initiatives, and strengthen our visual identity across all platforms. Work will be assigned on a per-project basis, with the possibility of ongoing collaboration. The selected firm will be responsible for helping establish a brand style guide

Print & Digital Materials

- **Workbooks:** Layout and update professional development materials for programs such as New Deans and Department Chair seminars.

- **Membership Communications:** Design promotional and informational materials for recruitment and member engagement.
- **Board Communications:** Strategic planning documents, impact reports, and business meeting materials.

Events Design Support
- **Event Signage:** Design branded materials for registration areas, breakout sessions, plenaries, and directional signage.
- **Conference Swag & Giveaways:** Brainstorm, design, and coordinate production of branded items and participant giveaways.
- **Event Branding:** Create the logo and branding for each event.
- **Slide Deck Templates:** Design PowerPoint & Google Slide templates for session presenters and plenary sessions. Produce promotional slides for passive slideshows.
- **Iconography:** Create mobile app icons and graphics to use in the conference mobile app.

Social Media Support
- **Social Media Graphics:** Design branded templates and post images for platforms such as LinkedIn, Facebook, and Instagram.
- **Event Promotions:** Create countdown graphics, "save the date" posts, and real-time event visuals to build engagement around CCAS programs and the Annual Meeting.
- **Profile & Banner Graphics:** Refresh CCAS's profile pictures, headers, and cover images across platforms to align with new campaigns or events.
- **Campaign Content:** Assist in designing assets for member-focused initiatives like I AM CCAS, leadership spotlights, or seasonal content series.

Ideal Partner Qualifications
CCAS is looking for a creative professional or firm who brings:

- **Proven Design Experience:** A strong portfolio that includes both print and digital work, preferably for nonprofit, academic, or event-focused organizations.
- **Detail-Oriented Process:** Ability to manage multiple projects on varying timelines, meet deadlines, and incorporate feedback efficiently.
- **Design Software Proficiency:** Expertise in Adobe Creative Suite (InDesign, Illustrator, Photoshop). Experience with Canva, Microsoft Office, and digital publishing tools is a plus.
- **Understanding of Higher Ed & Nonprofits:** Familiarity with the tone, content, and pacing of academic and association communications.
- **Collaborative Mindset:** Willingness to work closely with a small but active staff team and to contribute ideas, improvements, and solutions.
- **Inclusion Experience:** Knowledge of and experience with creating accessible designs for digital formats

Proposal Requirements

Please include the following:

1. **Cover Letter** – Introduce yourself/your firm and relevant experience; Availability for event-based and year-round work; interest in supporting CCAS.
2. **Portfolio** – Include at least 5 samples relevant to CCAS's needs (PDFs or links)
3. **Resume or Firm Overview** – Highlight background in education/nonprofit sectors if applicable
4. **Rate Sheet or Pricing Structure** – Hourly rates, project rates, and/or retainer options)
5. **References** – Please include at least 3 professional references

How to Submit

Send all proposal materials as a single PDF, zipped folder, or shared cloud folder to:
Chris Verhaeghe, Executive Director, chris.verhaeghe@ccas.net
Subject Line: Graphic Design Proposal – [Your Name or Firm Name]